



# Creative concept ese

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# Select ONE topic/theme to focus content for your Creative Project from the following options

- ◆ Sustainable Living: Creative Campaigns for a Greener Future This theme could illustrate how artists can create digital art that raises awareness about environmental issues or promotes sustainability to be used in campaigns or educational materials to inspire change.

Take three original photos that will inspire a theme or idea.



My sound scape .



# The THREE creative concepts I've chosen

- ◇ Motivations:
- ◇ Emotions
- ◇ Contrast

# Rationale( 600 words)

- ◆ Intention/Core Idea: Describe your creative work's objective/purpose and discuss how the idea is new and useful. Describe the strategies used to source inspiration for a creative work.

My soundscape's purpose is to raise awareness of the suffering of our marine life and through sound, convey the stark contrast between the ocean with and without human intervention. Evoking sympathy and urging people to start taking actions to protect our marine life. This idea is new because it shows how as humans begin to advance, ships, plastic and metal starts to pollute the ocean which is not something that I have seen before as usually the works that I have seen seems to focus on plastic waste but I included other human inventions that is polluting our ocean. This sound scape is useful because it generates sympathy and the shock from the suffering of animals might push people to start caring about the pollution of the ocean. For the inspiration, I decided to leave it to chance as I have no idea what kind of artist I will be getting when I googled," artist whose work involves raising awareness for environmental issues ". Angela Haseltine Pozzi is who I found, she uses recycled ocean plastic to create her work. I thought it would be cool to use the same concept of utilizing pollution to encourage people to care about the environment

- ◆ Creative Process: Explain why these chosen creative concepts are appropriate for your intention and core ideas.

My first creative concept is motivation as I have seen many videos and posters about pollution and the effects of it so it really drives me to use it for my creative work. My second creative concept is emotions as I am trying to evoke a sense of guilt and sympathy from the people looking at my work. This relates to my intentions of urging people to start making an effort to protect our marine life. My last creative concept is contrast as I thought that having a sudden contrast is very attention grabbing so people feel shock when I disrupted the peaceful ambience with loud industrial noises, this is so that people realize our negative effects on mother nature.

# Rationale

- ◆ Reasons for Choices: How did you go about generating and exploring various materials and ideas for your project? Explain how the process of making your creative work could be applied to a diploma-related profession.

I googled for inspirations on the various topic and mediums to find one that resonates with me and one that I am comfortable doing, I write down on note pad about my different ideas and research online to see if it could work, I also dig through the endless sound effects to find one that will suit my needs. The process of making my creative work could be useful when I become a sound designer ,creating sound for advertisements or Tv shows as I learnt to research on my materials and to find a sound that works for my creative work. I also learnt how to create a dramatic atmosphere with sound which is useful when conveying important messages or trying to grab audience attention.

- ◆ Reasons for NOT choosing specific creative concepts: Explain why these unchosen creative concepts are not appropriate for your intention and core ideas. Why not neglect to consider the target audience and just focus on what the proposer/artist thinks is best?

the reason for not choosing belief is because I want to focuses more on **creating an emotional impact** and highlighting the consequences of environmental damage, rather than aiming to persuade listeners to adopt a specific belief. The goal is **awareness** and **action**, not ideological reinforcement .For cultural context, I am aiming for a broad audience and universal message rather than a message that's tied to any specific cultural context. Focusing on emotion and contrast ensures that the message about ocean pollution resonates with people from different cultural backgrounds without the need for cultural-specific references. For sensory experience, **emotional impact** and **contrast** means that the sensory experience is a **means to an end**, rather than a core concept. The goal is to emotionally move the listener, not to overwhelm them with complex sensory elements. For chance, I wanted my work to be structured and intentional. I've purposefully selected sounds to communicate a clear message, so introducing **chance** would detract from the control i need to convey my desired emotional journey. The contrast of sounds is designed to **deliberately** provoke a response, not leave things to chance. For constraint, Though practical constraints exist, they didn't play a central role in my creative choices. My main priority was to communicate the environmental message clearly, without being overly limited by external factors. For risk taking , I didn't focus on risk-taking because my main aim was to create a clear, impactful message. Taking risks could have detracted from the emotional clarity and accessibility of the soundscape.

If I only focus on what I think is best without considering my audience, the message might not land the way I want it to. My goal is to raise awareness about ocean pollution, and if I don't think about how people will react, I could lose their attention or not get them to care. By keeping the audience in mind, I can make sure the soundscape speaks to them and gets them to think about the issue in a way that's meaningful.